C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 16

Just The Facts.

Fact: Now, also available on a barter basis.

Fact: Starting September '90.

Fact: No repeats—52 weeks of *original* programming.

Fact: Play them as a one-hour block, two half-hours, or as a strip.

ADAM-12 **DRAGNET**

MCA TV

First in first run.

PREMIER ADVERTISER SALES

©1990 MCA TV. All rights reserved.

59th Year 1990

AM's big day at the FCC

Take 1: NAB equipment review

MD 20814

BETHESDA

4520 EAST-WEST HWY
CONGRESSNL INFO SRV **SAMPLE
SRI ACQ
20814SRI AT8501 ZWZ
**********5-DIGIT 20814

Broadcasting Apr 16

Vol. 118 No. 16

35/ AM band booster

FCC hearing on struggling AM band results in package of rule changes that FCC believes will improve fidelity of AM, making it "competitive" with FM.

37/ Saturday morning preview

Saturday morning programing schedules are set.

including addition of three-hour Fox Children's Network block and NBC's inclusion of live action shows.

42/ NAB 90: Focus on technology

Part I of BROADCASTING's coverage of National Association of Broadcasters exhibition in Atlanta begins with review of developments in high-definition TV, television station automation, digital radio broadcasting and UHF transmission.

41/ TAUZIN IN MIDDLE

Louisiana Democrat, Representative Billy Tauzin, hopes to mediate talks between broadcasting and cable industries.

61/ TIME WARNER AIDS PATHE

In exchange for bridge loan to Pathe Communications for MGM/UA takeover, Time Warner will get worldwide distribution rights to film library.

57/ 10-FILM PACKAGE

CBS gets broadcast rights from Universal Pictures to 10-title film package, which will appear on network prior to any pay cable run.

61/ KEEPING EYE ON INFOMERCIALS

Lawmakers watch growing industry of infomercials, concerned some may be misleading. But long-form ads are providing some stations with revenue in otherwise hard-to-sell time slots.

Pat Sajak

57/ IN PLACE OF SAJAK

CBS adds off-Fox show to its late night schedule, following cancellation of *The Pat Sajak Show*.

64/ STATION BUYBACK

Group of four principals of Unistar Radio Networks re-acquires two AM-FM combinations for $4 million.

65/ PUBLIC RADIO CONFERENCE

Noncommercial radio executives meet in Washington with eye on future and tighter budgets.

67/ MAN BEHIND TV MARTI

Cuban-American Jorge Mas Canosa says he welcomes GAO investigation of Marti advisory board he heads.

69/ BUSINESS IN THE BALTIC

Naples, Fla., businessman Mark Wodlinger and Washington-based consulting firm sign contracts with governments and private companies in Baltic states.

Wodlinger (r) with Lithuanian President Vytautas Landsbergis

71/ COURT SAYS FCC ERRED

U.S. Court of Appeals in Washington tells FCC it must consider obscenity charges in considering Chicago TV renewal.

95/ TELCO POINT MAN

As chief of FCC's Common Carrier Bureau, Rick Firestone will have as much say as anyone—and more than most—in drawing up ground rules under which telcos may compete in delivering video service to American public.

DEPARTMENTS

Advertisers Index	94
Business	61
By the Numbers	12
Changing Hands	70
Closed Circuit	8
Datebook	22
Editorials	98
Fates & Fortunes	91
Fifth Estater	95
For the Record	76
In Brief	96
International	67
Journalism	75
Law & Regulation	71
Masthead	26
Monday Memo	30
On Radio	64
Programing	57
Special Report	42
Stock Index	14
Syndication Marketplace	60

Broadcasting (ISSN: 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions: U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $235 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cable Yearbook* $115, *Across the Dial* $9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Postmaster: please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

BY THE NUMBERS 1

ABC's two-hour premiere of David Lynch's *Twin Peaks* captured the hearts and minds of viewers across America Sunday, April 8. The show had a healthy lead-in from a special one-hour *America's Funniest Home Videos*, and trounced the competition with an average 21.7/33. ABC won the night with an 18/29.

ABC also won Friday night, but NBC was back on the winning track, winning the 29th week of the prime time season (ending April 8), with an average 13.7/23. ABC, which won the week before for only its second win this season, was back in second with a 12.8/22, and CBS was third with an 11.6/20.

With one week to go in the season, NBC leads in prime time with a 14.6/24 to date, followed by ABC, 12.9/22, and CBS, 12.2/20.

CBS's only win of the week came Monday (April 9) with its special coverage of the NCAA championship basketball game, which averaged a 20/31.

NBC won Tuesday, Wednesday, Thursday and Saturday, primarily with regularly scheduled pro-

"By the Numbers" continues on page 14.

RATINGS ROUNDUP

Week 28 □ Apr. 2–Apr. 8

Rank/rating	□	Network	□	Show
1	▲	22.3/35	A	*Amer. Funniest Videos*
2		21.9/32	A	*Funniest Videos Special*
2		21.9/35	N	*Cheers*
4		21.8/38	N	*Cosby*
5		21.7/33	A	*Twin Peaks Special*
6		20.0/31	C	*NCAA Championship*
7		19.7/33	N	*A Different World*
8		18.6/32	N	*Unsolved Mysteries*
9		18.4/28	A	*Roseanne*
10		17.5/31	N	*Carol & Company Special*
11	▼	17.2/30	N	*Golden Girls*
12	▼	17.0/27	N	*Grand*
13	▲	16.7/28	N	*L.A. Law*
14	▼	16.1/27	C	*60 Minutes*
15	▲	16.0/26	N	*Matlock*
16	▲	15.5/25	A	*Doogie Howser, M.D.*
16	▼	15.5/25	A	*Wonder Years*
18		15.4/24	A	*Coach*
19	▲	14.7/23	N	*Monday Movie: Your Heart*
20	▲	14.6/26	A	*Growing Pains*
21	▲	14.5/24	C	*Knots Landing*
21	▲	14.5/21	F	*Married...With Children*
23		14.4/21	C	*Murder, She Wrote*
24	▼	14.3/24	A	*Who's the Boss?*
25	▲	14.0/24	A	*Head of the Class*
26	■	13.9/23	A	*Marshall Chronicles*
27	▼	13.7/26	A	*Full House*
27	▼	13.7/23	N	*Night Court*
29	▲	13.5/22	C	*Jake and the Fatman*
30	▲	13.3/21	N	*Hogan Family*
31		13.2/20	F	*Simpsons*
32	▼	13.1/25	N	*Hunter*
32	▲	13.1/23	N	*Midnight Caller*
34	▼	13.0/24	A	*Family Matters*
34	▼	13.0/24	A	*20/20*
36	▼	12.7/23	C	*Bagdad Cafe*
36	▼	12.7/21	C	*Rescue: 911*
38		12.1/19	A	*Monday Movie: Last Fling*
38	▼	12.1/22	N	*Amen*
40	▲	11.9/22	A	*Equal Justice*
40	▲	11.9/22	N	*Quantum Leap*
42		11.7/22	C	*Candid Camera Vacat.*
42	▼	11.7/21	A	*Perfect Strangers*
42		11.7/21	N	*Super Bloopers*
45	▼	11.5/21	C	*Dallas*
46		11.5/20	A	*thirtysomething*
47	▲	11.3/18	C	*Major Dad*
48	▲	11.2/18	N	*My Two Dads*
48	▲	11.2/18	A	*Young Riders*
50	▼	11.0/20	A	*Just the 10 of Us*
51	▼	10.7/16	N	*Sunday Movie: Jesus, Pt.1*
52	▼	10.5/17	C	*Tuesday Movie: Lakes Girls*
53	▼	10.4/17	N	*FM*
53	▼	10.4/19	C	*Sugar & Spice*
55	▼	10.3/17	C	*Sunday Movie: Freedo*
56	▼	10.2/16	N	*Nasty Boys*
57	▲	10.1/19	N	*Baywatch*
57	▼	10.1/17	A	*Father Dowling*
57	▲	10.1/17	A	*Primetime Live*
60	▼	10.0/20	N	*A Family for Joe*
61	▼	9.8/18	N	*Mancuso, FBI*
62	▲	9.4/15	C	*City*
63	▼	9.2/17	A	*Mystery Movie: Kojak*
64	▲	8.9/13	F	*Open House*
65		8.6/16	C	*Paradise*
66	▼	8.4/14	C	*48 Hours*
66	▲	8.4/16	C	*Sat. with Connie Chung*
68	■	8.1/13	C	*Miss Monroe: Cannon*
69		8.0/13	A	*Koppel Report*
70	▼	7.6/12	F	*America's Most Wanted*
71	▼	7.5/13	C	*Sydney*
71	▼	7.5/14	C	*Wiseguy*
73		7.4/13	C	*Tour of Duty*
74	▼	7.0/13	F	*Cops*
75	▲	6.8/12	A	*Life Goes On*
76		6.3/12	A	*Unclaimed Fortunes II*
77	▲	6.0/11	F	*Totally Hidden Video*
78	▲	5.6/9	F	*Booker*
79	▲	5.4/8	F	*Alien Nation*
79	▼	5.4/10	C	*Normal Life*
81	▼	5.2/8	F	*21 Jump Street*
82	▼	4.7/8	F	*Outsiders*
83		3.4/6	F	*Tracey Ullman*

Guide to symbols
▼ —Down in rank from last week ▲ —Up in rank from last week ■ —Premiere broadcast — —No ranking change

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard

Week ended Apr. 2

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune (Syn. King World)	14.7	232	98
2	Jeopardy! (King World)	12.6	217	98
3	Star Trek: Next Generation (Paramount)	11.1	233	98
4	Cosby Show (Viacom)	9.2	203	97
5	Oprah Winfrey (King World)	9.2	215	98
6	Entertainment Tonight (Paramount)	8.7	177	96
7	Current Affair (20th Century Fox TV)	8.5	192	96
8	TV Net Movie (Tribune)	7.6	179	94
9	Donahue (Multimedia)	6.5	226	99
10	Mary Hart special (Paramount)	6.2	173	95
11	Oprah Synd. (C)	5.7	122	91
12	Geraldo (Tribune)	5.6	193	97
13	Family Feud (Coca-Cola)	5.3	137	88
13	Hard Copy (Paramount)	5.3	157	91
13	Pretrial (Multimedia)	5.3	182	92

The following shows were rated, but not ranked

Arsenio Hall	6.2	174	92
World Wrestling Federation (Coca-Cola)	9.6	250	97

Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's *	TOTAL *
Commercial AM	4,977	253	5,230
Commercial FM	4,273	834	5,107
Educational FM	1,424	270	1,694
■ Total Radio	10,674	1,357	12,031
Commercial VHF TV	549	19	568
Commercial UHF TV	550	186	736
Educational VHF TV	123	5	128
Educational UHF TV	224	23	247
■ Total TV	1,446	233	1,679
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,815	318	2,133
VHF translators	2,722	125	2,847
UHF translators	2,205	403	2,608

CABLE†	
Total subscribers	53,238,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.8%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ** Construction permit. †† Instructional TV fixed service. ††† Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 12.

graming. The new Robert Mitchum sitcom, *A Family for Joe*, led off NBC's Saturday prime time at 8 p.m. and won the time period with a 10/20. The networks *Carol & Co.* also fared well in its second outing, Saturday at 9:30 p.m., placing first with a 17.5/31.

ABC's usually strong Tuesday night was weakened by a lineup of reruns, while NBC gave viewers a rerun of a two-hour *Matlock*, which helped the network win the night with an average 15/25.

MarketScope

Cable stocks were mixed, with six of 11 major MSO issues increasing, including TCA Cable TV up 12% to $13.25. Meanwhile, American Television & Communications fell to near 52-week low at 31½, down 6%. Westwood One, which last week introduced new network, fell to 52-week low, closing last Wednesday at 4¼. Great American Communications (GACC) also declined to near 52-week low at 7⅜. Company recently announced it would sell ownership in Chiquita Brand. Another GACC ownership stake, 46% of Spelling Entertainment, declined in value as programing stock fell to 9⅛. MGM shares traded up 13% to 18⅜, apparently on news that interested $20-per-share bidder Pathe Communications had received financial backing from Time Warner. Among broadcasting stocks showing increases were A.H. Belo, McGraw-Hill and Heritage Media, which last week announced sale, subject to FCC approval, of KDKA-AM, Santa Monica. Heritage also announced introduction of coupon-dispensing machine. Times Mirror continued month-long slide and closed at 32⅛, down 16% from four weeks ago. Recent SEC filings indicated company executives have been sellers. Another long-term slider, QVCN, fell to 11⅞, down 30% from four weeks ago. Home shopping company recently announced collapse of attempt to sell subsidiary. Options of group owner BHC Communications, recently began trading on Chicago Board Options Exchange.

Stock Index Notes: [illegible] NASDAQ, list prices and common A [illegible] reviewed for capital increases or earnings per share by the principal [illegible] Standard & Poor's or obtained by Broadcasting from other sources.

STOCK INDEX 1

BROADCASTING

N	(CCB) Capital Cities/ABC	526	1/4	533		- 6	3/4	- 01.26	21	9,471	N	(BLC) A.H. Belo	38	3/4	35	1/2	1/4	00.70	41	788
N	(CBS) CBS	180	1/8	178	3/4	1	3/8	00.76	16	1,259	N	(AFL) American Family	14		14	1/4	- 1/4	- 01.75	13	1,138
A	(CCU) Clear Channel	13	7/8	13	7/8			00.00	-115	54	O	(ACCMA) Assoc. Commun.	29		28	3/4	- 3/4	- 02.60	-83	871
O	(ACOR) Acor Commun.	5	1/8	5			1/8	02.50	-3	50	N	(CCN) Chris-Craft	31	5/8	31	3/8	1/4	00.79	1	750
O	(LINB) LIN	68		68	3/8	-	3/8	- 00.54	36	3,504	O	(RUCO) Durham Corp.	32		31	1/4	3/4	02.40	31	379
O	(OSCCC) Olympia Broadcast		1/8		1/8			00.00			N	(GCI) Gannett Co.	39	1/8	39	7/8	- 3/4	- 01.88	13	8,314
O	(OSPN) Osborn Commun.	10	3/4	10	3/4			00.00	-51	75	O	(GACC) Great Am. Comm.	7	1/8	7	3/8	- 1/4	03.39	1	346
O	(OCDREA) Outlet Commun.	21		20			1	05.00	13	137	A	(HTG) Heritage Media	4	1/8	4		1/8	03.12	8	64
A	(PR) Price Commun.	4	5/8	4	5/8			00.00	-3	42	N	(JP) Jefferson-Pilot	49		48	1/2	- 1/2	- 01.01	12	1,504
O	(SACB) Sage Broadcasting	2	1/4	2	1/4			00.00	-2	8	N	(LEE) Lee Enterprises	28	1/8	27	1/2	1/8	00.27	16	446
O	(SCRP) Scripps Howard	62	1/2	60		2	1/2	04.16	31	845	N	(LC) Liberty	48	3/4	47		1/4	00.53	24	2,256
J	(SUNNC) SunGroup Inc.	1		1				00.00	-1	2	N	(MNP) Multimedia	55	7/8	53		2 7/8	05.42	14	2,711
O	(TLMD) Telemundo	5	3/4	5	3/4			00.00	-2	131	A	(NEWA) Media General	33	3/4	33	5/8	1/8	00.43	-151	711
O	(TVXQC) TVX Broadcast	4	1/8	4	5/8	-	1/2	- 10.81		30	N	(MDP) Meredith Corp.	31	3/4	31	5/8	1/8	00.39	18	554
O	(UTVI) United Television	33	1/2	33	1/2			00.00	5	365	O	(NEWSC) Multimedia	77		78	1/4	- 1 1/4	- 01.58	25	1,925

BROADCASTING WITH OTHER MAJOR INTERESTS

STOCK INDEX 2

PROGRAMMING

	Closing Wed Apr 11	Closing Wed Apr 4	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
	5 3/4	5 3/8	3/8	11.11	4	7
	2 1/8	2 1/4	-1/8	-05.55	13	0
	1 1/8	1 5/8	-1/8	-11.11	7	0
	2	2		00.00	43	828
	4 5/8	4 3/8	1/4	05.71	14	1,005
	1/32	1/32		-20.00		0
	12 3/8	12 1/4	1/8	01.02	19	3,886
	13 3/8	13 1/4	1/8	-13.07	-12	897
	7 7/8	8 1/2	-5/8	-07.35		30
	1/16	1/16		07.14	-1	5
	9 7/8	10	-1/8	-00.50	25	576
	4	4 1/4	-1/4	-05.85	14	5,475
	4 1/2	4 1/2		00.00	-136	127
	1 1/4	1 1/4		00.00		38
	11 7/8	13 1/4	-1 3/8	-10.37	25	119
	8 3/4	8 3/4		00.00	6	86
	1 1/8	1 1/8		00.00	81	35
	1	1		00.00	08	34
	9 1/2	9 5/8	-1/4	-02.59	25	314
	7 7/8	7 7/8		00.00	-24	73
	4 3/4	5 3/4	-1	-17.39	-3	68

SERVICE

	Closing Wed Apr 11	Closing Wed Apr 4	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
	3 3/4	3 7/8	-1/8	-03.22	13	1,832
	4 1/2	4 5/8	-1/8	-02.70	6	4,020
	21 1/2	21 3/4	-1/4	-01.14	23	439
	17 3/8	17 1/8		00.00	13	386
	6 3/4	6 3/4		00.00	-7	428
	28 1/8	28	1/8	00.44	29	25,000
	5/8	5/8		00.00	46	144
	23 3/4	24	-1/4	-01.04	12	3,187
	1/8	1/8		00.00	-1	
	48 1/2	48 1/4	1/4	00.51	13	3,002
	44 3/4	45 1/2	-3/4	-01.64	-58	2,218
	42 1/8	42 1/2	-3/8	-00.88	-56	1,136
	27/8	2 7/8		00.00	10	3,460

CABLE

	Closing Wed Apr 11	Closing Wed Apr 4	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
	12 1/8	12 1/8		00.00	8	1,000
	31 1/2	33 1/2	-2	-05.97	46	2,000
	18	17	1	05.88	39	1,000
	23	23		00.00	8	1,000
	8 3/8	8 1/4	1/8	01.51	17	1,000
	13 1/8	12 3/4	3/8	02.94	15	1,000
	18 5/8	18 1/4	3/8	02.05	24	1,000
	9 1/8	9 3/8	-1/4	-02.66	4	1,000
	53 1/8	52 1/4	1 3/8	02.63	15	2,000
	19 3/8	19 5/8	-1/4	-01.27	24	1,000
	10 1/4	11 1/4	-1	-08.88	17	1,000
	13 1/4	11 7/8	1 3/8	11.57	17	1,000
	13 3/4	13 3/4		00.00	39	1,000
	96 1/2	95	1 1/2	01.57	314	1,000
	13 1/8	12	1 1/8	09.37	7	1,000
	13 1/2	13 1/4	1/4	01.88	7	1,000
	49 3/4	50	-1/4	-00.50	5	1,000
	5/8	1/2	1/8	25.00		1,000

EQUIPMENT & MANUFACTURING

	Closing Wed Apr 11	Closing Wed Apr 4	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
	50 1/4	51 1/2	-1 1/4	-02.42	54	2,000
	13 1/8	13 1/4	-1/8	-00.94	73	1,000
	11	11 1/8	-1/8	-01.12	5	1,000
	2	2		00.00	11	1,000
	9 7/8	9 3/4	1/8	01.28	7	1,000
	39 7/8	40 1/4	-3/8	-00.93	11	1,000
	29 3/8	30 1/4	-1/8	-00.41	9	1,000
	64 7/8	64 1/4	5/8	00.97	13	1,000
	32 1/2	33 1/8	-5/8	-01.88	17	1,000
	3 7/8	4	-1/8	-03.12	36	1,000
	13 1/4	12 1/2	1/4	02.00	3	1,000
	2	2		00.00	100	1,000
	3 5/8	3 5/8		00.00	9	1,000
	3 5/8	3 7/8	-1/8	-06.45	10	1,000
	89	88 3/8	2 5/8	02.96	13	1,000
	1	1		00.00	10	1,000
	1 1/8	1	1/8	12.50	10	1,000
	21 5/8	23 1/8	-1 1/2	-06.48	73	1,000
	54 3/8	55 3/8	-1	-01.80	17	1,000
	13 1/8	13 1/8		00.00	39	1,000
	39 1/4	38 1/8	1 1/8	02.95	13	1,000
	1 3/8	1 3/4	-3/8	-21.42	10	1,000
	79 7/8	79	7/8	01.10	9	1,000
	10 1/8	10 1/8		00.00	10	1,000
	112 1/2	111 1/2	1	00.89	14	1,000

spring conference. Holiday Inn, Terre Haute, Ind. Information: (317) 638-1332.

April 18-21—*National Broadcasting Society-Alpha Epsilon Rho* national convention. Sheraton World Resort, Orlando. Information: John Lopicollo, (803) 777-3324.

April 18-22—*Religious Communication Congress*, "once-a-decade" international/interfaith event featuring seminars and workshops and exhibits from broadcasting, production, music, publishing, fund raising, computer and satellite. Opryland hotel, Nashville. Information: (317) 236-1585.

April 19—*Ohio State Awards* presentation ceremony and luncheon. National Press Club, Washington. Information: Phyllis Madry, (614) 292-0185.

■ **April 19**—*Women in Cable, Philadelphia chapter*, stress management seminar. Valley Forge Hilton, King of Prussia, Pa. Information: Lisa Stucker, (215) 668-2210.

April 19-20—*C-SPAN* Capitol Experience seminar "to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

April 19-20—"Cable Television Law: Revisiting the Cable Act," seminar co-sponsored by *Practising Law Institute* and *California Continuing Education of the Bar*. Hotel Meridien, San Francisco. Information: (212) 765-5700.

April 19-21—*New Mexico Broadcasters Association* annual convention. Ramada Classic hotel, Albuquerque, N.M. Information: (505) 299-0808.

April 20—*NATPE Educational Foundation's* fourth annual regional seminar, "Meeting the New Competition for Our Audience." Westin hotel, Chicago. Information: (213) 282-8801.

April 20—Deadline for reply comments in *National Telecommunications and Information Administration* study on use and management of radio frequency spectrum. Information: (202) 377-1551.

April 20-21—*Texas AP Broadcasters* annual convention. Worthington hotel, Fort Worth. Information: Diana Jensen, (214) 991-2100.

■ **April 20-21**—*Radio-Television News Directors Association* region six conference. Speakers include Bill Lynch, CBS News, and Bob Priddy, past RTNDA chairman. Holiday Inn on the Lake, Lake of the Ozarks, Mo. Information: Nan Siemer, (314) 449-4141.

April 20-21—*Florida Associated Press Broadcasters* 42nd annual meeting and awards luncheon. Airport Holiday Inn, Orlando, Fla. Information: Chris MacGill, (305) 594-5825.

April 20-22—"Urban Poverty in the 1990's," economics conference for journalists sponsored by *Foundation for American Communications, Ford Foundation* and *Los Angeles Times*. Los Angeles Midtown Hilton, Los Angeles. Information: (213) 851-7372.

April 20-25—*MIP-TV*, international program market, Palais des Festivals, Cannes, France. Information: (212) 750-8899.

April 21—*Radio-Television News Directors Association* region two conference. Speakers include RTNDA President David Bartlett. Los Angeles. Information: Bill Yeager, (213) 462-6053.

■ **April 21**—*Radio-Television News Directors Association* region four, *Texas AP Broadcasters* conference. Luncheon speaker: Ron Nessen, VP, Mutual Broadcasting. Worthington hotel, Fort Worth. Information: Stuart Kellogg, (405) 478-6300.

■ **April 21**—*Radio-Television News Directors Association* region seven and region 10, Sigma Delta Chi regional conference. Intramurals Athletic Facility, Champaign. Information: Gene Saylander, (317) 923-1456.

■ **April 21**—*Radio-Television News Directors Association* region 12, *Florida AP Broadcasters* conference. Orlando, Fla. Information: Marsha Taylor, (407) 297-6397.

Welcome to the extraordinary Mondrian Hotel de Grand Luxe

MONDRIAN

8440 Sunset Boulevard
West Hollywood, CA 90069
Daily rates from $185

Reservations and Information
1-800-424-4443

FAX 213/854-0926
TELEX 4955516 LEGG

© 1990 Hotels of L'Ermitage International

The Fifth Estate
Broadcasting
incorporating
TELEVISION.

Founder and Editor
Sol Taishoff (1904-1982)

1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340
Editorial department fax: 202-429-0651
Administrative department fax: 202-331-1732

Lawrence B. Taishoff, publisher

Editorial
Donald V. West, managing editor
Mark K. Miller, Harry A. Jessell, associate managing editors
Leonard Zeidenberg, chief correspondent
Kira Greene, senior news editor
Matt Stump, Kim McAvoy, John S. Eggerton, assistant editors
Susan Dillon, A. Adam Glenn, editorial assistants
Randall M. Sukow, senior editor, Peter D. Lambert, Patrick J. Sheridan, staff writers
Janet Sullivan, Marsha L. Bell, editorial assistants
Todd F. Bowie, editorial production supervisor
Ed Kaitz, production assistant

Broadcasting Cable Yearbook
David Seyler, manager
Joseph A. Esser, assistant editor
Deborah Segal, research assistant
Francesca Tedesco, Michael Greco, Janza L. Woods, production assistants

Advertising
Washington
Kenneth W. Taishoff, vice president, sales and marketing
Robert (Skip) Tash, Midwest and southern regional sales manager
Doris Kelly, sales representative
Debra DeZarn, assistant advertising manager

New York
Joseph E. Ondrick, eastern regional sales manager
Randi B. Teitelbaum, sales manager
Yadira Crawford, classified manager
Lewis Edge & Associates, west coast and Texas sales representatives, 213-463-3148, fax 213-463-3159
Dave Berlyn & Associates, midwest sales representatives, 312-251-0464
Mattilyn Calloway, assistant

Hollywood
John R. Russel, Western regional sales manager, 213-463-3148
Sandra Klausner, sales administrative assistant
Schiff & Associates, direct response representatives, 203-454-4295, fax 203-454-4208

Circulation
Kwentin K. Keenan, circulation manager
Patricia Waldron, circulation manager
Aretha Hall, Maureen Sharp, Thomas Simms, circulation assistants

Production
Harry Stevens, production manager
Julie Gunderson, production assistant

Administration
Philippe E. Boucher, manager
Tracy Henry, assistant manager
Albert Anderson, office manager
Nancy Miller, personnel administrator
Rhonda Moore, accounting assistant
David N. Whitcombe, purchasing coordinator

Corporate Relations
Patricia A. Vance, director
Catherine F. Friday, secretary to the publisher

Bureaus
New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837
Geoff Foisie, chief correspondent
Stephen McClellan, chief correspondent (programming)
Rod Granger, Lucia Cobo, Joe Flint, staff writers

Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159
Steve Coe, Mike Freeman, staff writers

Advertising Representatives
Pattis 3M: Chicago 312-944-7100, fax 708-674-5926
Los Angeles 213-463-3148, fax 213-463-3544
Hawaii 808-595-2370, fax 808-595-5622
London 44-327-3633, fax 44-327-5544

Japan 03-403-4832, fax 03-925-5005

Broadcasting Publications Inc.
A Times Mirror Business Publication
Lawrence B. Taishoff, president
Kenneth W. Taishoff, vice president
Donald V. West, vice president

Copyright 1990 "Broadcasting-Telecasting" introduced in 1931. "Broadcasting" acquired in 1941. "Television" acquired in 1961. "Cablecasting" introduced in 1972. "Reg. U.S. Patent Office."
Copyright 1990 by Broadcasting Publications Inc.